

Electric Housewares and Fans: 2001

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Current
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Reports

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SUMMARY OF FINDINGS

In 2001, manufacturers' shipments of electric fans totaled \$574.5 million, a 5-percent increase from the 2000 value of shipments of \$547.9 million. The 2001 value of shipments of small household electric appliances totaled \$1.4 billion, an increase of 2 percent from the 2000 total. Shipments of parts and attachments increased 7 percent from \$123.6 million in 2000 to \$133.4 million in 2001.

For general CIR information, explanation of general terms and historical note, see the appendix.

Address inquiries concerning these data to Investment Goods Industries Branch, Manufacturing and Construction Division (MCD), Washington, DC 20233-6900, or call Vera Harris-Bourne, 301-457-1604.

For mail or fax copies of this publication, please contact the Information Services Center, MCD, Washington, DC 20233-6900, or call 301-457-4673.

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Table 1. Value of Shipments of Electric Housewares and Fans by Class of Product: 1992 to 2001
[Millions of dollars]

Year	Electric fans (except industrial type)	Small household electric appliances	Parts and attachments for electric housewares and fans
2001.....	574.5	1,404.2	133.4
2000.....	547.9	1,373.9	123.6
1999.....	596.2	1,459.8	123.8
1998.....	549.4	1,568.6	108.3
1997.....	466.1	1,945.0	106.2
1996.....	527.3	1,663.1	96.7
1995.....	493.0	1,897.6	99.6
1994.....	554.7	2,049.1	119.9
1993.....	494.1	1,945.0	136.5
1992.....	511.4	1,985.0	142.7

Table 2. Quantity and Value of Shipments of Electric Housewares and Fans by Product: 2001 and 2000
[Quantity in number of units. Value in thousands of dollars]

Product code	Product description	No. of cos.	2001		2000	
			Quantity	Value	Quantity	Value
3352111	Electric fans (except industrial type).....	12	27,367,481	574,494	24,112,264	547,938
3352111011	Window (household) permanent, portable, and and roll-abouts.....	6	11,279,414	163,474	12,587,023	200,043
3352111013	Ceiling (paddle) fans.....	5	350,657	21,849	182,782	16,602
3352111015	All other electric fans (except industrial), including electric range hoods, oven hoods, ventilating, exhaust, desk, and wall bracket fans.....	8	15,737,410	389,171	r/ 11,342,459	r/ 331,293
3352113	Small electric household appliances (except fans).....	43	(X)	1,404,206	(X)	r/ 1,373,882
	Electrothermal type.....	6	(X)	875,256	(X)	r/ 913,518
3352113011	Broilers.....	2	(D)	(D)	(D)	(D)
3352113012	Coffee makers.....	4	(D)	(D)	(D)	(D)
3352113019	Deep fat fryers, excluding covers and controls shipped separately.....	3	(D)	(D)	(D)	(D)
3352113021	Ovens, including toaster ovens and roasters (with or without broiler attachments).....	5	(D)	(D)	(D)	(D)
3352113023	Hot plates and disc stoves, 1650 watts and less (except built-in units).....	2	(D)	(D)	(D)	(D)
3352113025	Waffle irons, sandwich grills, griddles, and combinations.....	4	(D)	(D)	(D)	(D)
3352113027	Frying pans, skillets, excluding covers and controls shipped separately.....	4	1,751,390	45,139	2,288,210	52,992
	Air space heaters:					
	Portable room heaters:					
3352113029	Fan-forced type.....	6	1,102,713	a/ 27,397	a/ 733,196	a/ 27,290
3352113031	Other than fan forced type (convectors, radiant, etc.).....	7	1,430,922	46,088	1,015,379	35,799
3334149140	For fixed installation, all types:					
	Baseboard, excluding glass panel type.....	5	a/ 1,637,224	a/ 45,313	844,238	20,587
3352113035	Other than baseboard, excluding warm air furnaces.....	4	a/ 726,694	a/ 54,482	1,554,172	90,532
3352113037	Electric irons.....	1	(D)	(D)	(D)	(D)
3352113049	Electric bed coverings, including sheets, mattress covers, comforters, and blankets.....	3	(D)	(D)	(D)	(D)
3352113051	Electric heating pads, including foot warmers.....	4	(D)	(D)	(D)	(D)
3352113057	Portable humidifiers, including vaporizers.....	7	4,006,501	69,637	3,936,212	66,059
3352113059	Other small electrothermal food processing appliances, including such items as pressure cookers, automatic saucepans, toasters, casseroles, chafing dishes, and crockpots; excluding covers and controls shipped separately.....	5	8,359,502	141,797	11,444,569	181,703
	Other small electrothermal household appliances, including such items as immersion heaters, faucet attachments, water heaters, steam radiators, warming trays, food warmers, bottle warmers, hair curlers, curling irons, hair dryers, etc.; excluding covers and controls shipped separately.....	8	8,283,418	127,412	r/ 7,807,524	114,972
	Electromechanical type, including cordless.....	6	(X)	528,950	(X)	460,364
3352113033	Household food mixers (including value of standard attachments sold with mixers) 1/.....	4	(D)	(D)	(D)	(D)
3352113045	Household food processors, including food choppers, slicers, and shredders 1/.....	1	(D)	(D)	(D)	(D)
3352113047	Household food preparation appliances (except food mixers and food processors), including drink mixers, whippers, juicers, grinders ice crushers, and coffee grinders.....	6	709,802	17,871	r/ 879,053	r/ 20,139
3352113053	Portable air purifiers and portable dehumidifiers, including vaporizers.....	6	b/ 63,482	b/ 4,647	b/r/ 72,626	b/r/ 5,073
3352113055	Other small electromechanical appliances, including knives, knife sharpeners, scissors, toothbrushes, vibrators, electric razors, dry shavers, and can openers, etc.	8	9,786,480	244,996	7,390,292	172,381
3352115	Parts and attachments for small household electric appliances.....	21	(X)	133,398	(X)	r/ 123,568
3352115093	Electrothermal in operation (value only).....	8	(X)	36,765	(X)	r/ 49,271
3352115095	Electromechanical in operation (value only).....	7	(X)	4,935	(X)	a/ 4,288
3352115097	Other (value only).....	6	(X)	91,698	(X)	70,009

D Withheld to avoid disclosing data for individual companies. r/Revised by 5 percent or more from previously published data.
X Not applicable.

1/Product codes 3352113033 and 3352113045 have a combined total of 2,342,491 for quantity and 261,436 for shipments for 2001 and 2,478,902 for quantity and 262,771 for shipments for 2000.

Note: Percent of estimation of each item is indicated as follows: a/10 to 25 percent of this item is estimated. b/26 to 50 percent of this item is estimated. c/Over 50 percent of this item is estimated.

Table 3. Shipments, Exports, Imports and Apparent Consumption of Electric Housewares and Fans: 2001
[Quantity in number of units. Value in thousands of dollars]

Product description	Manufacturers' shipments		Exports of merchandise 1/ 2/		Imports for consumption 1/ 3/	
	Quantity	Value f.o.b. plant	Quantity	Value at port	Quantity	Value
Electric fans (except industrial).....	27,367,481	574,494	912,002	46,126	49,119,018	975,381
Coffee makers.....	(D)	(D)	469,631	24,361	28,076,843	375,302
Air space heaters, portable and fixed installation types.....	4,897,553	173,280	(NA)	30,641	12,877,209	182,436
Standard household electric irons.....	(D)	(D)	317,146	6,214	23,594,597	228,479
Electric bed coverings.....	(D)	(D)	206,534	6,548	6,344	82
Electrothermal household appliances, n.e.c.	22,400,811	383,985	2,120,873	96,190	160,956,069	1,237,626
Electromechanical household food mixers (including blenders) 4/.....	(D)	(D)	292,400	14,824	9,794,952	130,876
Household food preparation appliances, including food processors (except food mixers) 4/.....	(D)	(D)	(X)	(X)	(X)	(X)
Portable humidifiers, including vaporizers.....	63,482	4,647	80,725	2,788	4,689,015	85,696
Small electromechanical appliances, n.e.c.	9,786,480	244,996	197,724	2,902	55,454,079	593,477

D Withheld to avoid disclosing data for individual companies. NA Not available. n.e.c. Not elsewhere classified. X Not applicable.

1/For a comparison of North American Industry Classification System (NAICS)-based product codes with Schedule B export codes and HTSUSA import codes, see Table 4.

2/Source: Census Bureau report, EM 545, U.S. Exports.

3/Source: Census Bureau report, IM 145, U.S. General Imports for Consumption.

4/Exports of merchandise and imports for consumption data for "Household food preparation appliances, including food processors (except food mixers)" and "Electromechanical household food mixers (including blenders)" are combined.

Table 4. Comparison of North American Industry Classification System (NAICS)-Based Product Codes with Schedule B Export Codes and HTSUSA Import Codes: 2001

Product code	Product description	Export code 1/	Import code 2/
3352111011, 013, 015	Electric fans (except industrial).....	8414.51.0010 8414.51.0090 8414.60.0000	8414.51.0030 8414.51.0060 8414.51.0090 8414.60.0000
3352113012	Coffee makers.....	8516.71.0000	8516.71.0020 8516.71.0040 8516.71.0060 8516.71.0080
3352113029, 031, 035	Air space heaters, portable and fixed installation type.....	8516.29.0000	8516.29.0030 8516.29.0060 8519.29.0090
3352113037	Standard household electric irons.....	8516.40.0000	8516.40.2000 8516.40.4000
3352113049	Electric bed coverings.....	6301.10.0000	6301.10.0000
3352113011, 019, 021, 023, 025, 027, 051, 057, 059	Electrothermal household appliances, n.e.c.	8516.21.0000 8516.31.0000 8516.32.0000 8516.60.6000 8516.72.0000 8516.79.0000	8516.21.0000 8516.31.0000 8516.32.0020 8516.32.0040 8516.60.6000 8516.72.0000 8516.79.0000
3352113033	Electromechanical household food mixers, (including blenders).....	8509.40.0030	8509.40.0015 8509.40.0025 8509.40.0030
3352113045, 047	Electromechanical household food processors and food preparation appliances.....	8509.40.0040	8509.40.0040
3352113057	Portable humidifiers including vaporizers.....	8509.80.0060	8509.80.0050 8509.80.0070 8509.80.0080
3352113055	Small electromechanical appliances, n.e.c.	8508.80.0085 8509.80.0040 8509.80.0090 8510.10.0000	8509.80.0040 8509.80.0045 8509.80.0095 8510.10.0000

n.e.c. Not elsewhere classified.

1/Source: 2001 edition, Harmonized System-Based Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported from the United States.

2/Source: Harmonized Tariff Schedule of the United States, Annotated (2001).

Appendix.

General CIR Survey Information, Explanation of General Terms and Historical Note

GENERAL

The CIR program has been providing monthly, quarterly, and annual measures of industrial activity for many years. Since 1904, with its cotton and fats and oils surveys, the CIR program has formed an essential part of an integrated statistical system involving the quinquennial economic census, manufacturing sector, and the annual survey of manufactures. The CIR surveys, however, provide current statistics at a more detailed product level than either of the other two statistical programs.

The primary objective of the CIR program is to produce timely, accurate data on production and shipments of selected products. The data are used to satisfy economic policy needs and for market analysis, forecasting, and decision making in the private sector. The product-level data generated by these surveys are used extensively by individual firms, trade associations, and market analysts in planning or recommending marketing and legislative strategies, particularly if their industry is significantly affected by foreign trade. Although production and shipments information are the two most common data items collected, the CIR program collects other measures also such as inventories, orders, and consumption. These surveys measure manufacturing activity in important commodity areas such as textiles and apparel, chemicals, primary metals, computer and electronic components, industrial equipment, aerospace equipment, and consumer goods.

The CIR program uses a unified data collection, processing, and publication system. The U.S. Census Bureau updates the survey panels for most reports annually and reconciles the estimates to the results of the broader-based annual survey of manufactures and the economic census, manufacturing sector. The manufacturing sector provides a complete list of all producers of the products covered by the CIR program and serves as the primary source for CIR sampling. Where a small number of producers exist, CIR surveys cover all known producers of a product. However, when the number of producers is too large, cutoff and random sampling techniques are used. Surveys are continually reviewed and modified to provide the most up-to-date information on products produced. The CIR program includes a group of mandatory and voluntary surveys. Typically the monthly and quarterly surveys are conducted on a voluntary basis. Those companies that choose not to respond to the voluntary surveys are required to submit a mandatory annual counterpart corresponding to the more frequent survey.

NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS), 1997

The adoption of the North American Industry Classification System (NAICS) in the 1997 Economic Census has had a major impact on the comparability of current and historic data. Approximately half of the industries in the manufacturing sector of NAICS do not have comparable industries in the Standard Industrial Classification (SIC) system that was used in the past.

While most of the change affecting the manufacturing sector was change within the sector, some industries left manufacturing and others came into manufacturing. Prominent among those that left manufacturing are logging and portions of publishing. Prominent among the industries that came into the manufacturing sector are bakeries, candy stores where candy is made on the premises, custom tailors, makers of custom draperies, and tire retreading. The net effect of the classification changes are such that if the 1997 value of shipments data for all manufacturers were tabulated on an SIC basis, it would be approximately 3 percent higher.

Listed below are the NAICS sectors:

- 21 Mining
- 22 Utilities
- 23 Construction
- 31–33 Manufacturing
- 42 Wholesale Trade
- 44–45 Retail Trade
- 48–49 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment, and Recreation
- 72 Accommodation and Food Services
- 81 Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

FUNDING

The Census Bureau funds most of the surveys. However, a number of surveys are paid for either fully or partially by other Federal Government agencies or private trade associations. A few surveys are mandated, but all are authorized by Title 13 of the United States Code.

RELIABILITY OF DATA

Survey error may result from several sources including the inability to obtain information about all cases in the survey, response errors, definitional difficulties, differences in the interpretation of questions, mistakes in recording or coding the reported data, and other errors of collection, response, coverage, and estimation. These nonsampling errors also occur in complete censuses. Although no direct measurement of the biases due to these nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is the imputing of data for nonrespondents, for late reporters, and for data that fail logic edits. Missing figures are imputed based on period-to-period movements shown by reporting firms. A figure is considered to be an impute if the value was not directly reported on the questionnaire, directly derived from other reported items, directly available from supplemental sources, or obtained from the respondent during the analytical review phase. Imputation generally is limited to a maximum of 10 percent for any one data cell. Figures with imputation rates greater than 10 percent are suppressed or footnoted. The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, because the actual yearly movements for nonrespondents may or may not closely agree with the imputed movements. The range of difference between the actual and imputed figures is assumed to be small. The degree of uncertainty regarding the accuracy of the published data increases as the percentage of imputation increases. Figures with imputation rates above 10 percent should be used with caution.

DATA REVISIONS

Statistics for previous years may be revised as the result of corrected figures from respondents, late reports for which imputations were originally made, or other corrections. Data that have been revised by more than 5 percent from previously published data are indicated by footnotes.

DISCLOSURE

The Census Bureau collects the CIR data under the authority of Title 13, United States Code, which specifies that the information can only be used for statistical purposes and cannot be published or released in any manner that would identify a person, household, or establishment. "D" indicates that data in the cell have been suppressed to avoid disclosure of information pertaining to individual companies.

EXPLANATION OF GENERAL TERMS

Capacity. The maximum quantity of a product that can be produced in a plant in 1 day if operating for 24 hours. Includes the capacity of idle plants until the plant is reported to be destroyed, dismantled, or abandoned.

Consumption. Materials used in producing or processing a product or otherwise removing the product from the inventory.

Exports. Includes all types of products shipped to foreign countries, or to agents or exporters for reshipment to foreign countries.

Gross shipments. The quantity or value of physical shipments from domestic establishments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale or use. Shipments of products purchased for resale are omitted. Shipments of products made under toll arrangements are included.

Interplant transfers. Shipments to other domestic plants within a company for further assembly, fabrication, or manufacture.

Inventories. The quantity or value of finished goods, work in progress, and materials on hand.

Machinery in place. The number of machines of a particular type in place as of a particular date whether the machinery was used for production, prototype, or sampling, or was idle. Machinery in place includes all machinery set up in operating positions.

Net receipts. Derived by subtracting the materials held at the end of the previous month from the sum of materials used during the current month.

Production. The total volume of products produced, including: products sold; products transferred or added to inventory after adjustments for breakage, shrinkage, and obsolescence, plus any other inventory adjustment; and products that undergo further manufacture at the same establishment.

Quantities produced and consumed. Quantities of each type of product produced by a company for internal consumption within that same company.

Quantity and value of new orders. The sales value of orders received during the current reporting period for products and services to be delivered immediately or at some future date. Also represents the net sales value of contract change documents that increase or decrease the sales value of the orders to which they are related, when the parties concerned are in substantial agreement as to the amount involved. Included as orders are only those that are supported by binding legal documents such as signed contracts or letter contracts.

Quantity and value of shipments. The figures on quantity and value of shipments represent physical shipments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight charges, and

returns. Shipments to a company's own branches are assigned the same value as comparable appropriate allocation of company overhead and profit. Products bought and resold without further manufacture are excluded.

Stocks. Total quantity of ending finished inventory.

Unfilled orders (backlog). Calculated by adding net new orders and subtracting net sales from the backlog at the end of the preceding year.

HISTORICAL NOTE

Data on electric housewares and fans have been collected by the Census Bureau since 1962. Historical data may be obtained from Current Industrial Reports available at your local Federal Depository Library.